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G.M.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

In re application of: Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED
PROMOTION EVENT CALENDER

Confirmation No.: 9893

PRELIMINARY AMENDMENT

FILED VIA EFS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

October 31, 2007

Dear Sir:

In response to the Office Action mailed October 29, 2007, please amend the application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.